The 16 Monumental Secrets of Guerilla Marketing

- **BY Jay Conrad Levinson from Guerrilla Marketing 4th Edition**
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1. You must have a **COMMITMENT** to your marketing program.
2. Think of the program as an **INVESTMENT**.
3. See to it that your program is **CONSISTANT**.
4. Make your prospects **CONFIDENT** in your firm.
5. You must be **PATIENT** in order to keep a commitment.
6. You must see that marketing is an **ASSORTMENT** of weapons.
7. You must know that profits come **SUBSEQUENT** to the sale.
8. You must aim to run your firm in a way that makes it **CONVIENENT** for your customers.
9. Put an element of **AMAZEMENT** in your marketing.
10. Use **MEASUREMENT** to judge the effectiveness of your weapons
11. Prove your **INVOLVMENT** with customers and prospects by your regular follow-up with them.
12. Learn to become **DEPENDANT** on other businesses and they on you.
13. You must be skilled with and **ARMAMENT** of guerrillas, which means technology.
14. Use marketing to gain **CONSENT** from prospects, and then broaden that consent so that it leads to the sale.
15. Sell the **CONTENT** of your offering rather than the style; sell the steak and the sizzle, because people are too sophisticated to merely buy that sizzle.
16. After you have full-fledged marketing programs, work to **AUGMENT** it rather than rest on your laurels.

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http://www.amazon.com/Guerrilla-Marketing-forth-Conrad-Levinson/dp/B00779OXEQ/ref=sr_1_4?ie=UTF8&qid=1446993575&sr=8-4&keywords=Guerrilla+Marketing%2C+4th+edition

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